

What is claimed is:

- 1 1. A method for influencing market decisions of people in the
2 market, the method comprising the steps of:
 - 3 - creating an universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$,
4 characteristics or values to be shown or exposed to a person j , and
 - 5 - showing said attributes v_i to said person j and calculating at least
6 one of importance, weight and/or sensibility each of said attributes v_i has on said
7 person j for predicting future market decisions of said person j , and expressing
8 the corresponding results of said calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$,
- 9 wherein the method further comprises at least the steps of :
 - 10 - creating a database $A = [a_{ij}]$ including, for every person, said
11 universe of attributes V_i ordered by their calculated weight W_{ij} , and
 - 12 - creating a database $P = [p_{ij}]$ including, for every person, said
13 universe of attributes V_i ordered by a corresponding objective interest level $Z_i =$
14 $[z_1, z_2, \dots, z_N]$.
- 1 2. The method of claim 1, further comprising the step of:
 - 2 consulting said database A and selecting from it those attributes v_i
3 whose importance, weight and/or sensibility w_{ij} , for said person j , are higher than
4 a specific value, and showing only those selected attributes to said person j .
- 1 3. The method of claim 1, further comprising the step of:
 - 2 consulting both said databases A and P and selecting from them
3 those attributes v_i whose importance, weight and/or sensibility w_{ij} , for said person
4 j , are higher than a specific value, and whose objective interest level z_i are higher
5 than another specific value, and showing only those selected attributes whose
6 objective interest level z_i are higher than said another specific value to said
7 person j .

1 4. The method of claim 2, wherein said steps of consulting said
2 database A, selecting said attributes and showing said selected attributes v_i , are
3 done for a group of people instead of only one person j.

1 5. The method of claim 3, wherein said steps of consulting said
2 databases A and P, selecting said attributes and showing said selected attributes
3 v_i , are done for a group of people instead of only one person j.

1 6. The method of claim 1, wherein said databases A and P include
2 said attributes v_i and their corresponding weight w_{ij} , related to every person, by
3 using tuples, wherein $[a_{ij}] = \langle v_i, w_{ij} \rangle$ of tuples <attribute, weight> and $[p_{ij}] =$
4 $\langle v_i, z_i \rangle$ of tuples <attribute, interest>.

1 7. The method of claim 2, wherein said consulting of said database
2 A is done automatically.

1 8. The method of claim 3, wherein said consulting of said databases
2 A and P is done automatically.

1 9. The method of claim 2, wherein at least one of said attributes v_i
2 includes at least two others of said attributes v_i

1 10. The method of claim 3, wherein at least one of said attributes v_i
2 includes at least two others of said attributes v_i .

1 11. The method of claim 1, wherein said attributes v_i refer to
2 different articles.

1 12. The method of claim 1, wherein said attributes v_i are different
2 characteristics of an article.

1 13. The method of claim 10, wherein said weight w_{ij} of said
2 attributes v_i is a number which reflects at least one of (i) the quantity of a specific
3 article and (ii) articles with a specific characteristic, likely to be acquired.

1 14. The method of claim 11, wherein said weight w_{ij} of said
2 attributes v_i is a number which reflects at least one of (i) the quantity of a specific
3 article and (ii) articles with a specific characteristic, likely to be acquired.